



CUSTOMER STORY

This worksheet will help you paint a picture of a person for whom you're designing. By assuming key elements of what they need and value (or describing those elements as you've learned from research), you make it easier to imagine experiences your venture can offer them.

1

Draw the person below and name them

2

Fill in what he or she **FEELS**, **DOES**, **SAYS** and **THINKS**.

This brings their needs, attitudes and behaviors to life.

Feel:



Say:



Do:



Think:

